



and

The Encino Chamber of Commerce present  
The 22<sup>nd</sup> Annual 'A Taste of Encino'  
Sunday, October 11, 2009



## BUSINESS, WELLNESS & NON PROFIT Participation Information

The 22<sup>nd</sup> Annual 'A Taste of Encino', hosted by the Encino Chamber of Commerce,  
is on Ventura Boulevard (the main thoroughfare through the city)  
and we don't want you to miss the opportunity to participate!

Last years event was a huge success with 10,000+ people enjoying hours of family fun.

- LOCATION** Ventura Blvd in Encino (between Balboa Blvd. and Amestoy Ave.)
- DATE** Sunday, October 11, 2009  
10am to 5pm
- ACTIVITIES** Restaurants & Food Purveyors / Sponsors  
Arts & Crafts Booths / Business & Home Expo  
Health & Wellness Pavilion / Disaster Preparedness Expo  
Non Profits / Local Schools  
Entertainment in Genesta Park
- PROMOTIONS** Newspaper Displays / Radio Spots / Cable Television  
Taste of Encino Website / Street Banners on Ventura Blvd.  
Encino Chamber of Commerce Monthly Newsletter 'The Envoy'  
Flyers / Internet Advertising / Posters and much much more
- PARTICIPATION**
1. Space cannot be shared.
  2. No drug related items will be sold.
  3. All booths must be appropriate for family viewing.
  4. Alcoholic beverages are prohibited in booths and attractions.
  5. Each exhibitor must have their California resale permit available for inspection and is responsible for collection of sales tax.
  6. No food or beverages can be sold or served in booth.
  7. Set-Up may start at 6am – entering from Balboa Blvd., and moving your vehicle to your assigned spot. You must be in your assigned spot by 9am.
  8. You are permitted to bring only one vehicle onto the setup area. You will be given only one assigned parking space. Your vehicle must be immediately removed from the venue after unloading and moved to your assigned space.
  9. Booth number will be assigned to you when you enter on Sunday morning.
  10. Break Down starts at 5pm. Please pack all your belongings before you bring your vehicle on Ventura Blvd. Traffic Control will direct your exit.
  11. You may not exit your booth or the event until the Fire Marshall deems it safe and instructed to do so by an authorized 'A Taste of Encino' representative.

The Encino Chamber of Commerce reserves all rights with respect to presentation, participants and sales not permitted at the Taste of Encino, including rights to shut down on the day of event those not in compliance with the Taste of Encino rules & regulations. No refunds will be given.

Application does not guarantee acceptance, notice of acceptance of your Participation will be sent with your Parking Permit. All decisions are final. No refunds will be given. If you have any questions, please contact the Encino Chamber of Commerce at 818-789-4711.



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Sunday, October 11, 2009  
10am - 5pm



**Business, Wellness & Non-Profit - Participation Application**  
Applications & Payments are due no later than September 15, 2009

**Company Name** \_\_\_\_\_ **Non Profit?: Circle One YES NO**  
**Contact Person(s)** \_\_\_\_\_  
**Address** \_\_\_\_\_  
**Phone** \_\_\_\_\_ **Cell** \_\_\_\_\_  
**Fax** \_\_\_\_\_ **E-Mail** \_\_\_\_\_  
**Resale Permit #** \_\_\_\_\_ **Website** \_\_\_\_\_  
**Insurance Carrier** \_\_\_\_\_

Please Note: A copy of your current insurance must accompany your application. See Insurance Information & Indemnification Agreement attached for details on what needs to be provided.

**Description of Service or Products** \_\_\_\_\_  
**Wellness Pavilion Location?** Circle One YES NO

PLEASE CHECK YOUR CHOICE(S)...

**Business & Wellness Participants:**

_____ 10 x 10 Canopy	\$375	ECC MEMBERS
_____ 10 x 20 Canopy	\$600	ECC MEMBERS
_____ 10 x 10 Canopy	\$625	Non ECC MEMBER * SEE LAST PAGE FOR DISCOUNT DETAILS ....
_____ 10 x 20 Canopy	\$850	Non ECC MEMBER * SEE LAST PAGE FOR DISCOUNT DETAILS ....
_____ One Electric Outlet	\$75	_____ Rain Insurance \$ 40

**Non-Profit Participants:**

_____ 10 x 10 Space	\$ 75	_____ 10 x 20 Space	\$ 125
_____ 10 x 10 Canopy	\$ 150	_____ 10 x 20 Canopy	\$ 200
_____ One Electric Outlet	\$ 75	_____ Rain Insurance	\$ 40

**Total Enclosed \$** \_\_\_\_\_ *Checks Made Payable to Encino Chamber of Commerce*  
**Credit Card #** \_\_\_\_\_ **Exp. Date** \_\_\_\_\_ **Security #** \_\_\_\_\_  
**Exact Name on Card** \_\_\_\_\_  
**Billing Address** \_\_\_\_\_  
**Authorized Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

The Encino Chamber of Commerce reserves all rights with respect to presentations, participants & sales permitted at the 'A Taste of Encino', including rights to shut down on the day of the event those not in compliance with the Encino Chamber of Commerce rules or other laws or regulations. **No food or beverages may be sold or served in your booth.** All decisions are final, no refunds. Application does not guarantee acceptance, acceptable notice will be sent with your Parking Permit.

The Encino Chamber of Commerce and the City of Los Angeles in association with local businesses shall have no liability for damages to property belonging to participants. The Encino Chamber of Commerce and/or its sponsors or agents and/or representatives or members or employees of the event are not responsible for any injury, loss, damage caused by a patron, guest or invitee of the 'A Taste of Encino', the general public, an exhibitor, his or her employee or property. The exhibitor, upon execution of this application expressly releases the foregoing individuals and employees of any and all claims for such loss, injury or damage.

**Please Mail, Fax or Email completed application, agreement, insurance & payment to**  
**Encino Chamber of Commerce 4933 Balboa Blvd. Encino, CA 91316**  
**Telephone 818-789-4711 / Fax 818-789-2485 \* [info@encinochamberofcommerce.org](mailto:info@encinochamberofcommerce.org)**



2009 INSURANCE INFORMATION & INDEMNIFICATION AGREEMENT

PERMITS AND TAXES:

Vendor/Exhibitor assumes all responsibility for any and all applicable sales tax as well as income, workers compensation, social security or any related County, State or Federal taxes that may be in effect as a result of their obligations at this event. Vendor/Exhibitor is also responsible for all required and proper special event business and health permits that may be required to do business in the County of Los Angeles and the State of California. Vendor/Exhibitor agrees to defend and indemnify The Encino Chamber of Commerce and it's Officers, Directors, Members, agents, employees and representatives from any claim, demand or action relating to any liability relating to all permits and taxes.

INSURANCE:

Vendor/Exhibitor will provide and maintain, at its sole expense, insurance as set forth below, and provide a Certificate of Insurance evidencing same, naming A Taste of Encino, Encino Chamber of Commerce, Bureau of Street Services, Department of Transportation, County of Los Angeles and the City of Los Angeles as additional insured, Said certificate shall be in effect for the period including, but not limited to, 12:00am on Sunday, October 11, 2009 through 11:00pm on Sunday, October 11, 2009.

Said insurance shall be primary to, and not in conflict with any other insurance maintained by the above mentioned "additional insureds". Insurance shall include, but not be limited to, Comprehensive General Liability endorsed to Premises, Operations, Contractual Board Forms, Property Damage and Personal Injury with a combined single limit of not less than \$1,000,000 per occurrence. If written with an annual aggregate limit, the policy limit should be three times the occurrence limit. Failure of Vendor/Exhibitor to provide and maintain said required insurance shall constitute a material breach of its involvement with the 'A TASTE OF ENCINO' with no refund entitlement or other consideration for its paid fees, nor shall it lessen Vendor/Exhibitor's overall liability and responsibility.

If said Certificate of Insurance is written on a Claims Made Form, Vendor/Exhibitor shall continue to name the aforementioned "Additionally Insureds" or provide an extended coverage period for all applicable statutes of limitations beginning upon termination or cancellation of Vendor/Exhibitor involvement in the 2009 'A TASTE OF ENCINO'. Certificates of Insurance must be mailed or faxed to the office of the Encino Chamber of Commerce at 4933 Balboa Blvd., Encino, CA 91316. FAX 818-789-2485. **Certificates must be received no later than September 20, 2009.** If said copy is transmitted by facsimile, an original must follow by mail to the same address.

INDEMNIFICATION RELEASE AND WAIVER OF LIABILITY:

By its signature below, Vendor/Exhibitor assumes all responsibility for the sales of its products, materials and/or services and the actions by any of its employees or agents occurring immediately before, during or after the 2009 A Taste of Encino. By its signature below, Vendor/Exhibitor agrees to indemnify, defend, save and hold harmless the 2009 A Taste of Encino, Encino Chamber of Commerce and it's Officers, Directors, Members, agents, employees and representatives, Bureau of Street Service, Department of Transportation, County of Los Angeles, and the City of Los Angeles and any officers, agents or employees of agents from any and all claims for damages of any nature whatsoever including, but not limited to, death, personal injury, or property damage arising from or connected to, directly or indirectly, its operations, equipment, products, services, as may occur immediately before, during or after the 2009 'A Taste of Encino'.

CANCELLATION:

If the 2009 'A Taste of Encino' is canceled in total or part for any reason/cause by the 2009 'Taste of Encino', Encino Chamber of Commerce, Bureau of Street Service, Department of Transportation, County of Los Angeles, and the City of Los Angeles, the Vendor/Exhibitor shall not be entitled to any refund. Please note that the 2009 'A Taste of Encino' has no scheduled "rain date" or "postponement date". Optional "Rain Insurance" is available at an additional cost.

**Please make a reservation in our name for the 2009 'A Taste of Encino' as a participating Vendor/Exhibitor. Enclosed please find a check in the amount of \$ \_\_\_\_\_ (made payable to the ECC).** We have read your Vendor/Exhibitor Information Package, as well as, the details of this reservation form including the important paragraphs on Permits, Taxes, Insurances, Indemnification and Cancellation and we agree to be bound by its contents.

Sponsor/ Vendor / Exhibitor \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_ Authorized Signature \_\_\_\_\_  
Title \_\_\_\_\_ Tele: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_  
Email Address: \_\_\_\_\_ Website: \_\_\_\_\_



# 2009 TASTE OF ENCINO SAVINGS PACKAGE

## Encino Chamber of Commerce **DISCOUNT for NON- MEMBERS**

That are PARTICIPATING in the 2009 'A Taste of Encino' ... YOU ARE ELIGIBLE for DISCOUNTED NEW MEMBERSHIP with the Encino Chamber of Commerce.

**Business/Wellness Booth - 10x10** non-member = \$625

Membership \$340 \* (plus \$25 one time set-up fee) = \$365

**A 2009 Taste of Encino Package = \$664**

(includes Membership\*, 10x10 Taste Business/Wellness Booth)

**Business/Wellness Booth - 10x20** non-member = \$850

Membership \$340 \* (plus \$25 one time set-up fee) = \$365

**A 2009 Taste of Encino Package = \$889**

(includes Membership\*, 10x20 Taste Business/Wellness Booth)

"Discount Deal" represents a 15% discount on first year membership dues and no set-up fee.

\* Based on average price of membership

Call the Encino Chamber of Commerce for more details

**818-789-4711**

**Diana Donovan, CEO**

**Wendy Gerber, New Membership Coordinator**